

1. (Currently Amended) A server operational expenses collecting method for a server ~~which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user,~~ the method comprising: said server

generating customer first viewer tendency analysis information for a first viewer on the basis of personal information of said user inputted from said terminal apparatus and a program viewing log, the program viewing log storing information about programs a program viewed by the first viewer said user on a said terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

generating a second electronic program guide by reorganizing a first electronic program guide into a second electronic programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information; preference of said user on the basis of the generated customer analysis information;

generating customer analysis information based on the first viewer tendency information;

providing the said generated customer analysis information to an advertiser who practices an advertising campaign using the ~~to said~~ terminal apparatus; and

~~in response to the provision of said customer analysis information to said advertiser,~~ collecting ~~[[the]]~~ expenses, ~~in a predetermined amount,~~ from the advertiser for the provision of the said customer analysis information ~~from said advertiser.~~

2. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, transmitting one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

3. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

4. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into the generated second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, setting preset recording of a program listed in one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

5. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user,

said user setting via the Internet the preset recording of a program listed in said electronic program guide from said mobile terminal to a remote terminal apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

6. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

7. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said

second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

8. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

in response to displaying an address indicative of a location on the Internet of program-associated information, which is information associated with a program listed in said electronic program guide, collecting a predetermined address placement fee from an advertiser who provides said program-associated information and practices an advertisement campaign to said terminal apparatus.

9. (Currently Amended) A server comprising: ~~operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server~~

viewer tendency generating means for generating first viewer tendency information for a first viewer ~~customer analysis information on the basis of personal information of said user inputted from said terminal apparatus and a program viewing log, the program viewing log storing~~ information about programs ~~a program~~ viewed by

the first viewer on a ~~said user on said~~ terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

program guide reorganizing means for generating a second electronic program guide by reorganizing a first electronic program guide into a second electronic programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information preference of said user on the basis of the generated customer analysis information;

customer analysis information generating means for generating customer analysis information based on the first viewer tendency information;

customer analysis information providing means for providing the said generated customer analysis information to an advertiser who practices an advertising campaign using the ~~to said~~ terminal apparatus; and

in response to the provision of said customer analysis information to said advertiser, collecting means for collecting [[the]] expenses from the advertiser, in a predetermined amount, for the provision of the said customer analysis information from said advertiser.

10. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, transmitting one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

11. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

12. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into the generated second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, setting preset recording of a program listed in one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

13. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user,

said user setting via the Internet the preset recording of a program listed in said electronic program guide from said mobile terminal to a remote terminal apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

14. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server



generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

15. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

16. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

in response to displaying an address indicative of a location on the Internet of program-associated information, which is information associated with a program listed in said electronic program guide, collecting a predetermined address placement fee from an advertiser who provides said program-associated information and practices an advertisement campaign to said terminal apparatus.

17. (New) A computer-readable storage medium comprising processor-readable instructions for implementing a server operational expenses collecting method, the method comprising:

generating first viewer tendency information for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

reorganizing a first electronic program guide into a second electronic programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information;

generating customer analysis information based on the first viewer tendency information;

providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting expenses from the advertiser for the provision of the customer analysis information.

18. (New) The server operational expenses collecting method according to claim 1, further comprising:

storing personal information for the first viewer; and

grouping the first viewer with a group of viewers and storing group viewing tendency information for the group, the group of viewers being determined based on the personal information for the first viewer,

wherein the organizing of the first electronic program guide tailors the second electronic programming guide to the viewer based at least partly on group viewing tendency information.

19. (New) The server operational expenses collecting method according to claim 1, wherein the second electronic programming guide includes a group of programs that the first viewer absolutely wishes to view.

20. (New) The server operational expenses collecting method according to claim 1, wherein the second electronic programming guide organizes programs into virtual channels.

21. (New) The server operational expenses collecting method according to claim 18, wherein the grouping is done at least partly by age.

22. (New) The server operational expenses collecting method according to claim 18, wherein the grouping is done at least partly by occupation.

23. (New) The server operational expenses collecting method according to claim 18, wherein the grouping is done at least partly by marital status.

24. (New) The server operational expenses collecting method according to claim 18, wherein the group viewing tendency information stored corresponding to program titles.

25. (New) The server operational expenses collecting method according to claim 18, wherein the group viewing tendency information stored corresponding to program categories.

26. (New) The server operational expenses collecting method according to claim 18, wherein the group viewing tendency information stored corresponding to program keywords.